

SYSTEM AND METHOD FOR PERSONALIZING AND DELIVERING
INSURANCE OR FINANCIAL SERVICES-RELATED CONTENT TO A USER

ABSTRACT OF THE DISCLOSURE

A system and method for personalizing and delivering insurance or financial services-related content to a user. The system comprising a filtering module associated with an engine for determining information about the user, and for personalizing and delivering the insurance or financial services-related content based on the information about the user, the engine being accessible to the user over a communications network. Also provided is an administration module associated with the engine for inputting, updating, and accessing information about the user and insurance or financial services-related content available to the user, the administration module being accessible to an administrator of the system via an administration interface.